

Age 18-24
Quit Line Data Summary
April 1 - June 30, 2004

	18 - 24	State
Number of Calls to Quit Line	N = 355	N = 2,932
Percent of Statewide Calls	14.6%	100.0%
Percent of State Population in County¹	9.5%	100.0%
	18 - 24 %	State %
Gender	N = 344	N = 2,604
Female	64.8%	62.4%
Male	35.2%	37.6%
Race/Ethnicity	N = 310	N = 2,203
People of Color	12.9%	12.2%
White	87.1%	87.8%
Age	N = 355	N = 2,425
18 - 24 years old	100.0%	14.6%
Education	N = 337	N = 2,312
Did not graduate high school	31.5%	20.6%
High school graduate	40.4%	35.9%
Some college/vocational school	26.7%	33.6%
College graduate	1.5%	9.9%
Caller Type	N = 346	N = 2,700
General Information	3.8%	9.5%
Health care provider	0.3%	4.9%
Tobacco user	95.9%	85.6%
Payer Type	N = 265	N = 1,873
Insured	27.5%	31.1%
Uninsured	40.4%	30.3%
Medicaid	32.1%	38.6%
Heard About	N = 299	N = 2,176
Past caller	9.4%	15.2%
Employer/worksites	0.3%	0.9%
Health care provider	25.1%	31.3%
Television	12.4%	11.0%
Outdoor advertisement (billboard/bus/wall)	3.0%	1.8%
Targeted mailing	0.7%	0.3%
Great Start	0.3%	0.1%
Radio	2.0%	1.5%
Newspaper/Magazine	0.7%	0.4%
Brochure/Newsletter	7.0%	6.1%
Family or friend	28.1%	23.9%
Health Department	9.4%	6.3%
School	1.7%	1.3%